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**From:** Fitch, Bruce  
**Sent:** Wed 8/19/2015 2:25:23 PM  
**Subject:** FW: Weekly web/social media stats (8/10-8/17)  
[08 17 2015-Weekly Stats.docx](#)

FYI ...

**From:** Hart, Daniel  
**Sent:** Wednesday, August 19, 2015 9:23 AM  
**To:** Reynolds, Thomas  
**Cc:** Alexander, Geoff; Allen, Laura; Borsellino, Ron; Davis, Jay; Felver, Rachel; Fraser, Scott; Grantham, Nancy; Green, Philip; Gutshall, Renee; Hull, George; Lee, Monica; OWC; Purchia, Liz; Riggs, Sarah; Smiley, Susan; Smith, Roxanne; Social Media CoP; Taylor, Gwendolyn; Web Council; Web Council Support; Dunkin, Ann; Flores, Ray; Ryan, Jini; Slotkin, Ron; Payne, Melissa; Millett, John; Maguire, Megan; Linkins, Samantha  
**Subject:** Weekly web/social media stats (8/10-8/17)

## Weekly Web/Social Media Stats

August 10, 2015 thru August 17, 2015

### Most-Viewed Pages (Total Page views)

|  |        |
|--|--------|
| US Environmental Protection Agency                             | 96,279 |
| Do-it-yourself Bed Bug Control: Get Them Out and Keep Them Out | 46,740 |
| Emergency Response to August 2015 Release from Gold King Mine  | 41,363 |

|   |        |
|---|--------|
| AirNow  | 40,371 |
| ENERGY STAR The Simple Choice for Energy Efficiency | 40,319 |
| Bed Bugs: Get Them Out and Keep Them Out            | 30,559 |
| UV Index Envirofacts                                | 29,016 |
| Clean Power Plan for Existing Power Plants          | 26,148 |
| ENERGY STAR Certified Light Bulbs                   | 25,318 |
| FRS Facility Detail Report                          | 23,968 |

## Social Media Summary

| Description                                    | Total   | Weekly |
|--|---------|--------|
| Change   |         |        |
| Administrator Twitter followers                | 23,138  | 413    |
| Administrator Facebook fans<br>168             | 3,894   |        |
| EPA Twitter followers<br>4,434                 | 314,735 |        |
| EPA Facebook fans<br>2,384                     | 165,951 |        |
| EPA Google+ fans<br>4,661                      | 337,576 |        |
| EPA YouTube subscribers<br>8,115               | 71      |        |
| HQ News Release email subscribers<br>189       | 122,244 |        |
| Go Green email subscribers<br>86,399           | -4      |        |
| Public Engagement Highlights subscribers<br>19 | 31,117  |        |

## Twitter Followers

| Account                  | Followers | Weekly<br>Change |
|--------------------------|-----------|------------------|
| Administrator - @GinaEPA | 23,138    | 413              |

|  |         |       |
|--|---------|-------|
| Main – @EPA                              | 314,735 | 4,434 |
| Blog – @EPAblog                          | 51,452  | 201   |
| Live tweeting (only used sporadically) - |         |       |
| @EPAlive                                 | 5,109   | 9     |
| Spanish - @EPAespanol                    | 10,289  | 55    |
| Job Openings - @EPAjobs                  | 5,266   | 23    |
| OW: wetlands, oceans, watersheds         | 74,714  | 931   |
| OAR: Clean Air Markets                   | 5,938   | 648   |
| Research                                 | 73,079  | 883   |
| Indoor airPLUS                           | 3,836   | 13    |
| EnergyStar                               | 54,249  | 216   |
| Smart Growth                             | 10,636  | 33    |
| Watersense                               | 15,194  | 125   |
| Green Building                           | 32,787  | 242   |
| Burn Wise                                | 990     | 1     |
| AIRNow                                   | 1,563   | 20    |
| Energy Star Homes                        | 6,825   | 65    |
| Energy Star Buildings                    | 15,567  | 77    |
| Clean Up Tech                            | 775     | -3    |
| Green Chill                              | 501     | 8     |
| Climate Center                           | 2,749   | 22    |
| Cameron Davis                            | 928     | 6     |
| EPA Great Lakes                          | 4,970   | 45    |
| EPA Justice                              | 895     | 32    |
| Region 1                                 | 9,406   | 34    |
| Region 2                                 | 11,349  | 31    |
| Region 3                                 | 9,951   | 34    |
| Region 4                                 | 2,476   | 8     |
| Region 6                                 | 5,159   | 28    |
| Region 7                                 | 1,388   | 13    |
| Region 8                                 | 1,383   | 42    |
| Region 9                                 | 7,775   | 26    |
| Region 10                                | 1,791   | 27    |
| Columbia River                           | 2,870   | 4     |
| OITA All Nations                         | 366     | 18    |
| EPAland                                  | 331     | 17    |

## Facebook Fans

| <b>Page</b>                  | <b>Fans</b> | <b>Weekly<br/>Change</b> |
|------------------------------|-------------|--------------------------|
| Administrator                | 3,894       | 57                       |
| Main                         | 165,951     | 749                      |
| Spanish                      | 10,091      | 38                       |
| Water is Worth It            | 14,441      | 53                       |
| AIRNow                       | 4,231       | 36                       |
| US-Mexico Border Waste Forum | 1,145       | -1                       |
| Energy Star                  | 37,036      | 161                      |
| Clean Air Markets            | 6,095       | 8                        |
| WaterSense                   | 10,333      | 28                       |
| Design for the Environment   | 11,852      | 23                       |
| Indoor airPLUS               | 2,531       | -1                       |
| EPA Research                 | 1,777       | 3                        |
| Burn Wise                    | 599         | 1                        |
| Housatonic River             | 390         | 3                        |

|                                      |        |    |
|--------------------------------------|--------|----|
| Clean Up Technology                  | 453    | 2  |
| Scientific Diving Program            | 1,906  | 3  |
| Gowanus Canal Group                  | 638    | 0  |
| Pompton Lakes/DuPont Group           | 128    | 5  |
| AMCO Superfund Site                  | 182    | 0  |
| Selma Superfund Site                 | 49     | 0  |
| Coeur d'Alene Basin                  | 300    | 2  |
| American Indian Environmental Office | 378    | 0  |
| Region 1                             | 626    | 10 |
| Region 2                             | 9,717  | 11 |
| Region 3                             | 849    | 21 |
| Region 4                             | 3,700  | 6  |
| Region 6                             | 13,884 | 44 |
| Region 7                             | 6,562  | 17 |
| Region 8                             | 2,609  | 13 |
| Region 9                             | 14,823 | 29 |
| Region 10                            | 859    | 4  |
| Watson Johnson Landfill              | 54     | 0  |

#### **Blogs: Most Popular Posts Across All Blogs**

| <b>Title</b>  | <b>Blog</b>                     | <b>Page Views</b> |
|---|---------------------------------|-------------------|
| 6 Things Every American Should Know About the Clean Power Plan            | EPA Connect                     | 1,354             |
| Clean Power Plan: Power Plant Compliance and State Goals                  | EPA Connect                     | 414               |
| Meaningful Implementation Requires Meaningful Involvement                 | Environmental Justice in Action | 234               |
| Carpet Beetles are Welcome in my House if it Means not Having Bed Bugs!   | Greening the Apple              | 57                |
| What's Next for the Clean Power Plan?                                     | EPA Connect                     | 55                |
| County Health Rankings: A Breath of Fresh Air                             | Environmental Justice in Action | 48                |
| American Innovators are Cracking the Code to Solve Environmental Problems | EPA Connect                     | 48                |
| This Week in EPA Science  | It All Starts with Science      | 40                |
| In Perspective: the Supreme Court's Mercury and Air Toxics Rule Decision  | EPA Connect                     | 38                |

### Most-Viewed Videos This Period (YouTube)

| Title   | Views |
|---|-------|
| RECs: Making Green Power Possible                               | 2,089 |
| The Clean Power Plan Explained by EPA Administrator             | 952   |
| The Greenhouse Effect   | 650   |
| Climate Change Basics   | 554   |
| The Clean Power Plan Protects Our Health & Our Air              | 431   |
| Foggers Safety. "First, Read the Label"                         | 417   |
| Foggers Safety: Do not use more foggers than necessary          | 261   |
| EPA Criminal Enforcement: Protecting People and the Environment | 254   |
| The Carbon Cycle  | 198   |
| Foggers Safety: Keep foggers away from ignition sources         | 195   |

### Most-Viewed Videos of All Time (YouTube)

| Title                 | Date Posted | Total Views |
|-----------------------|-------------|-------------|
| Climate Change Basics | 9/14/2012   | 210,548     |
| The Greenhouse Effect | 9/14/2012   | 193,516     |

|  |           |        |
|--|-----------|--------|
| The Carbon Cycle                             | 9/14/2012 | 91,684 |
| Look Beneath the Surface: Address the Issues | 4/15/2012 | 87,207 |
| Lawn Care Tips 11 min                        | 4/21/2011 | 42,504 |
| What's An Estuary? Now You Know              | 9/7/2011  | 36,041 |

|  |          |        |
|--|----------|--------|
| Split, Stack, Cover, Store: Four Simple Steps... | 2/7/2013 | 32,468 |
|--|----------|--------|

|   |           |        |
|---|-----------|--------|
| EPA Region 7 Grant to Help Anhydrous Ammonia Facilities Reduce Releases | 1/22/2010 | 31,486 |
| Climate Change – Wildlife & Wildlands                                   | 6/22/2009 | 27,440 |

|                            |           |        |
|----------------------------|-----------|--------|
| Clean Power Plan Explained | 5/30/2014 | 25,305 |
|----------------------------|-----------|--------|

#### Five Most Recent Videos Posted to Facebook

| Title   | Reached | Total Views |
|---|---------|-------------|
| Curious to know more about how the Clean Power Plan will work?          | 24,269  | 4,419       |
| Climate change is not a problem for another generation. Not anymore.    | 50,505  | 10,452      |
| Healthy kids and families need clean air to breathe.                    | 44,019  | 7,721       |
| With climate change, we face a choice between two futures.              | 191,600 | 33,298      |
| Clean water is good for your health, your community and businesses too. | 9,708   | 1,718       |

#### Pinterest

Average Monthly Viewers: 138,637

Average Monthly Engaged: 1,918

#### Flickr

View Counts: 14,391

## Instagram

Instagram Followers: 3,291

Clicks on links in EPA home page banners: August 10 - August 17, 2015.

| BANNER LEAD             | LINK      | CLICKS |
|-------------------------|-----------|--------|
| Gold King Mine Response | Read More | 2,705  |



|                              |                       |     |
|------------------------------|-----------------------|-----|
| The Clean Power Plan         | Read the News Release | 851 |
| The Clean Power Plan         | Learn More            | 686 |
| New Climate Change Report    | Read the News Release | 255 |
| Preparing for Climate Change | Read the News Release | 217 |
| The Clean Power Plan         | See the Infographic   | 148 |
| Preparing for Climate Change | Access the Training   | 120 |
| The Clean Power Plan         | Read the Blog Post    | 97  |
| New Climate Change Report    | Learn More            | 76  |
| Preparing for Climate Change | Learn More            | 36  |
| <b>TOTAL</b>                 | <b>5,192</b>          |     |
| Total last week              | 9,550                 |     |

**Total views of EPA home page, August 10 - August 17: 59,552. Last week: 57,579.**